



# Growth Case Study and Report

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# Growth Hack #1

PROBLEM: Why to limit to Writing only existing articles. Why not something creative like A Story, A Prose, A Conversation, A Poem, A Fable anything

## SOLUTION

### INTRODUCING "CREATENUT" TOOL

An Auto-Writing Scalenut tool that can write for you interesting pieces of stories, poems and whatever creative you want out of the box.

Feed your input in the form of Setting, Narration, Characters, Basic Plot Idea, Inspired From / Scalenut Creative, Ending, Any specific details addition and much more.

# Plot

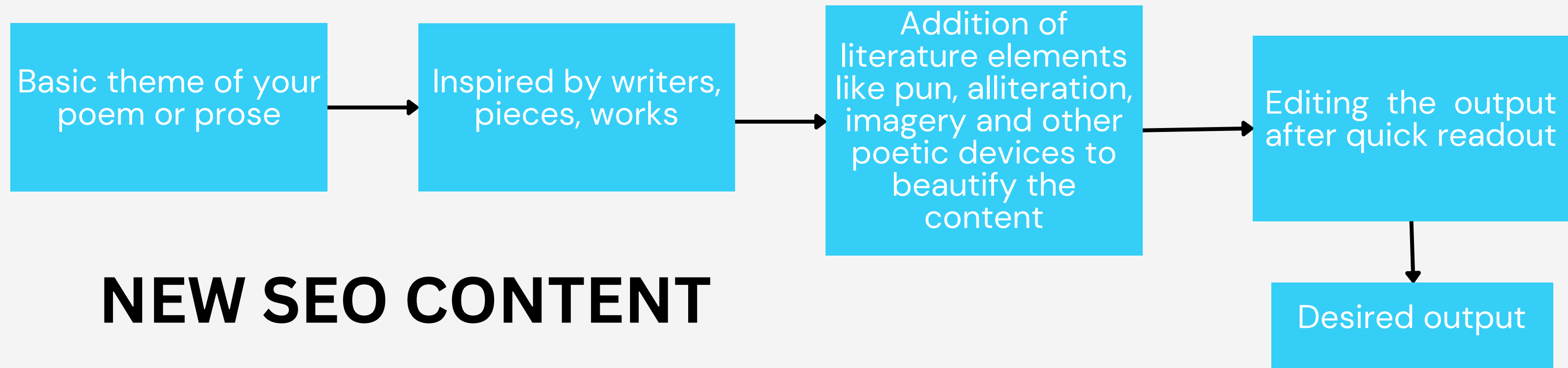
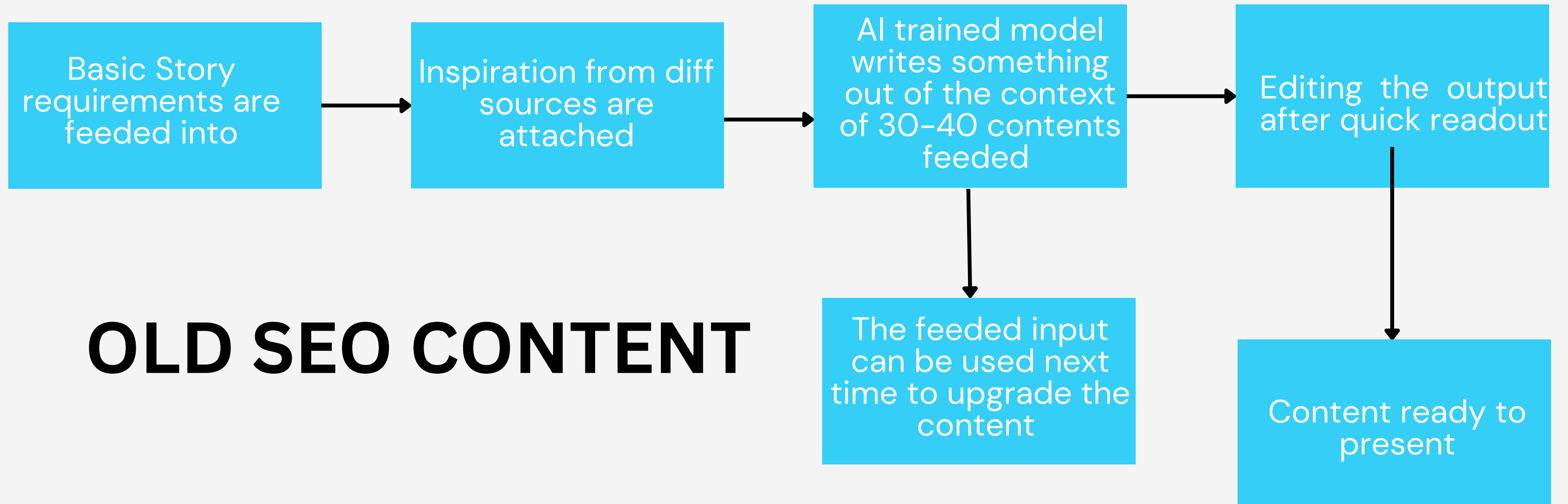
# Setting

# Characters

# Idea

# Ending

# Details





# Growth Hack #2

PROBLEM :- Currently, the data used for SEO web writing, NLP, Reports and template suggestion tool when writing highly sophisticated writings posses:

- # Less availability of relevant data
- # Lack of professional words and ideas
- # Lacking experience in writings
- # Most are usually modifications of existing articles.

## SOLUTION

### IMPROVING AI SUGGESTIONS:

Using data from open-source books and scripts, capability to search within book content not directly available through Google search. Developing existing libraries for the same and saving content designed by different experts and taking their feedback.

Using OCR Technology for the same.



Add access to open library of books

Cumulation of data on the basic of context and title

Training NLP and AI model on the content

Grouping data on the basis of:

1.

## Age or Era based writing:

English or any language progresses along the way as human generation improves. Data from books can be obtained to write a timed writing like something from 1950s, Shakespeare Era, Latin Old English

New genre of attractive content can created out Something that's retro / offbeat yet engaging

### Old English Writing

High literature capable content can be pushed onto the users

### Gen-Z / Slang Writeouts

Writing out content that caters to Gen-Z. Developing content using a mix of emojis and memes can be engaging and creative

#Emojis

#Slangs

#Memes



2.

## Emotion based Writing:

Its tough when writing something with the required emotions attached with your product.

Writing from a different perspective with an emotional will attached

Set perspectives like from Gender based perspective addition can be attached to write sincere theme based writing

The AI training model can be trained onto the existing data got from books to write theme based writing with a feeling attached to it

### Gender Emotional Set

For eg;  
An article like that on Period Pain can be better written from a girl's eyes  
Or, an article on "How fake feminists are threatening the men" can be written from the eyes of 24 yr old male teenager

### Age and Level of Maturity Set

For eg;  
How an old guy feels when his son/daughter forces them to old age-home. Better written from the eyes of an old man :  
Taken inspiration from King Lear by William Shakespeare  
An article on "Let me junk once a month" from a kid's eyes.



# Growth Hack #3

problem :-Its quite common for 2 users feeding in the same data for like

Templates feature will have same output , No curtail or improvements from

past updates to content by others who have fed the same input, produced

Outputs of 2 different brands or companies wanting same thing may collide

## Solution

### IMPROVING REPITITIVE FEED:

**Repetitive feed needs to iterate itself at every query by learning from past searches and modifications by users**

- A new user writes down some key data requirements
- The SEO generates the output
- User makes modifications as per his/her needs.
- The platform remembers the data and for the next time tries to offer a little different form for the same keywords from template design
- A new user writing some thing of the same sort can know familiar changes made by people earlier and can get modifications and suggestions over that.
- The new user has a different written piece than someone working on the same topic which is currently unpublished.

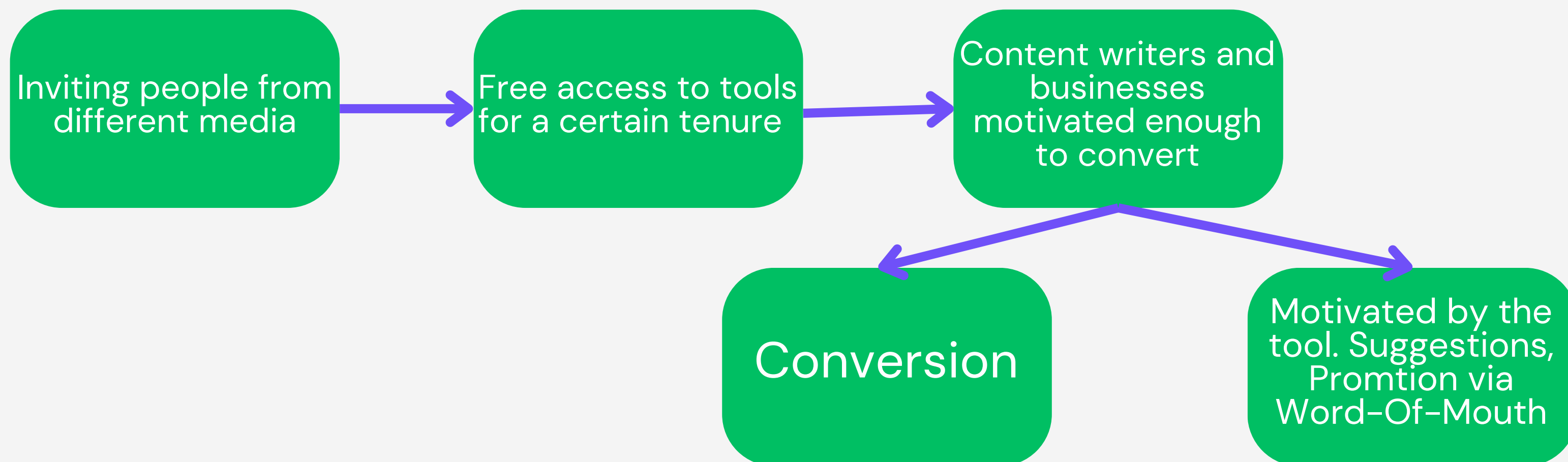




# Organic Growth #1

## MARKETING:

Promoting Scalenut at individual level to Top Quora Writers, Insta & FB Writers, Redditors and other small scale blog channel owners, Tech review sites, Youtube script artists, book writers, novelists, etc by offering them through an invite time bounded free program to at least start their journey on before even loading up Credit Card details. Might lead to liquidation of possible customers but atleast funnels in more bizz and content writers.





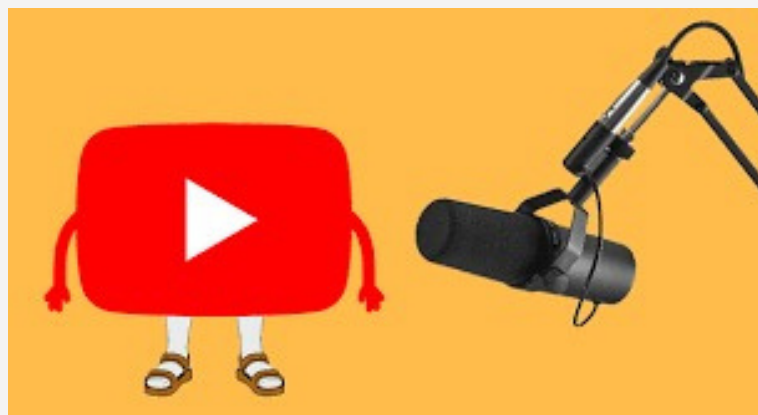


# Organic Growth #2

## CREATIVE ONLINE INTERVIEWS, PODCASTS+ DEMONSTRATION:

- Content writers, freelancers, bloggers can be invited to share their experience with the platform. Doing online podcasts over Youtube or Spotify may be helpful in feeding in more users
- They may share their experience which may ultimately feed in more traffic onto the platform

Alternatively, Scalenut generated stories can be used as an example of Scalenut AI writer's capability to autowrite. For the very same, podcasts and audiobooks may be uploaded to fetch in consumers organically.





# Organic Growth #3

**PROBLEM** The platform is primarily available for use in English therefore Popular languages support like Mandarin Chinese , Spanish, Hindi are not available  
People of that zone would not ever use the platform for the same

## POSSIBLE SOLUTIONS

1.

### DEVELOPING LANGUAGE MODELS:

- AI being capable of accessing Non-English data and content
- Developing Grammar models for different languages
- AI being able to write fluidly in multiple languages to add fun touch (For example, adding support to write in Hindi with 2 or 3 idioms from English language)

2.

### ADDING TRANSLATION MODELS:

- Being able to use translation tools like Google Translate, DeepL Translator, Bing Microsoft Translator, SYSTRAN Translate, Amazon Translate to translate output articles, blogs, templates, SEO writings,..
- A single translate button to write in different languages can be fun too...



THANK YOU!